

FIG. 1

Criteria register (FIG 3A) 170

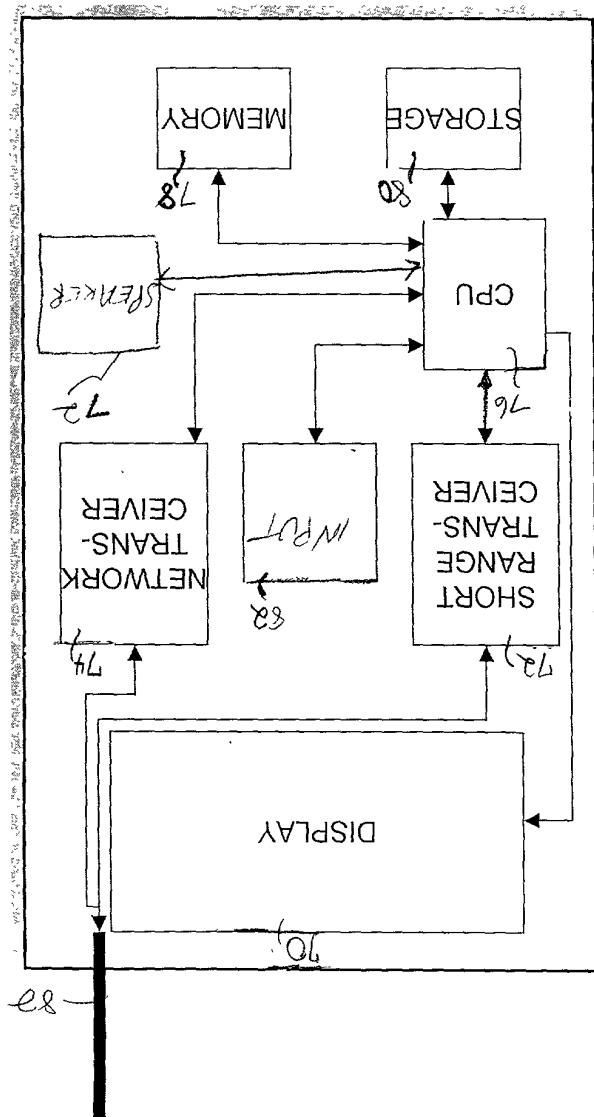
Advertiser/customer interface (FIG 3B) 180

(AP= access point)

(Service user= advertising entity)

FIG. 2

20



Advertiser specifies parameters to server - 90

92

Server checks the current degree of service utilization

Server counts the number of mobile terminal users in the local area from mobile network

94

Server selects the number of possible customers in the area from the mobile terminal users based on the profiles of the mobile terminal users

96

Generate Customized Ad

97

Server sends a customized ad to potential customers in the local area through mobile network

98

F/G, SA

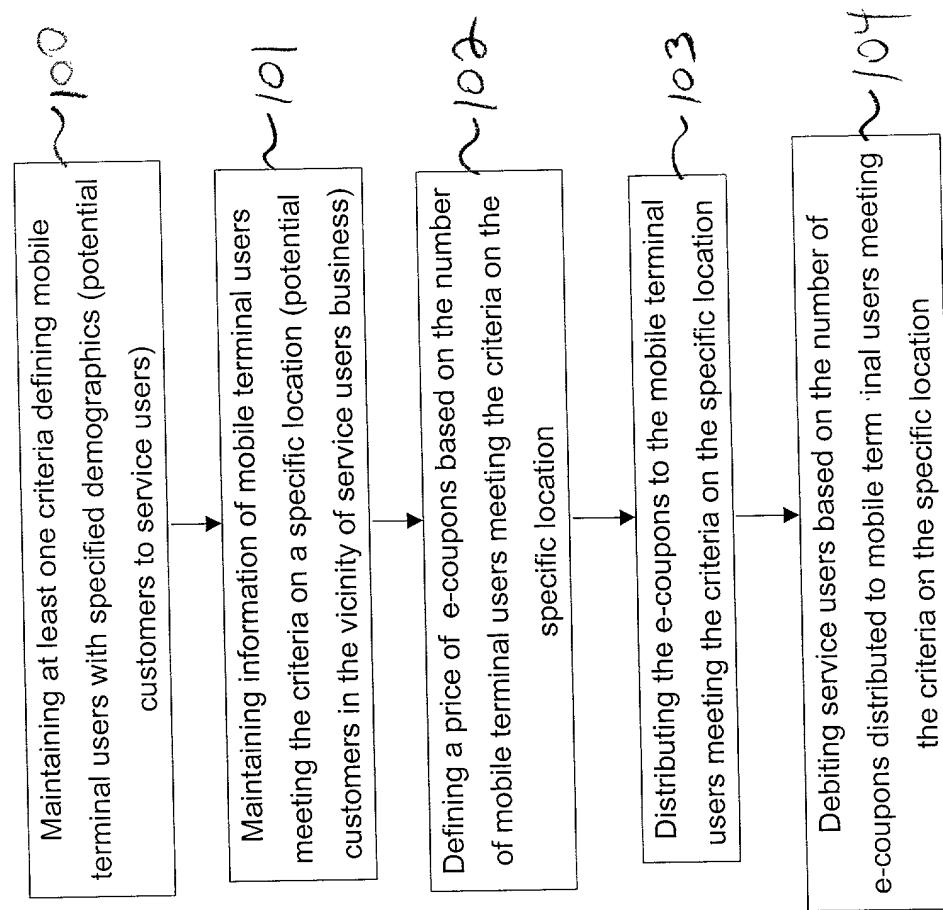


FIG. 3B

105

| | | |
|-----|----------------------------------|--|
| 106 | Amount of Visitors | 50 |
| 107 | Do you want to send an e-coupon? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 108 | What is the offer? | <input type="checkbox"/> \$5.00 Big Lunch |
| 109 | Time Limit | <input type="checkbox"/> Before 11:00 a.m. |

F16. 4

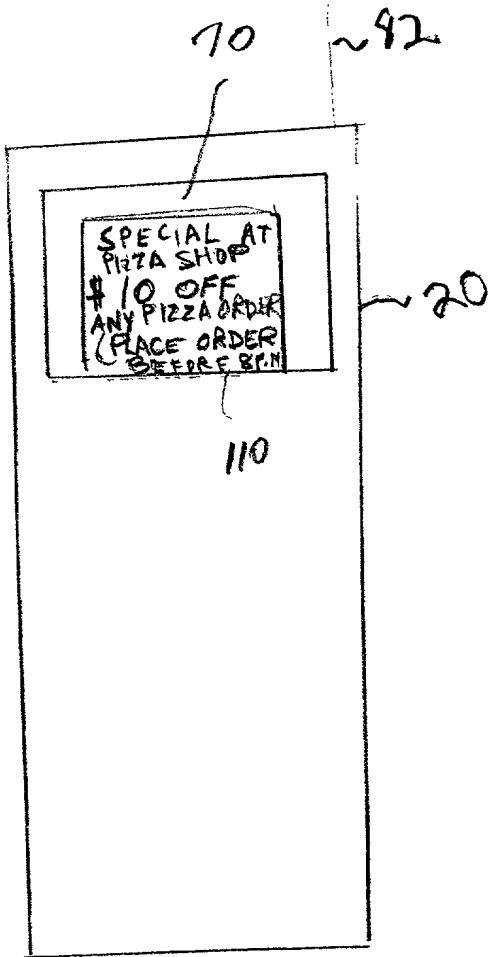
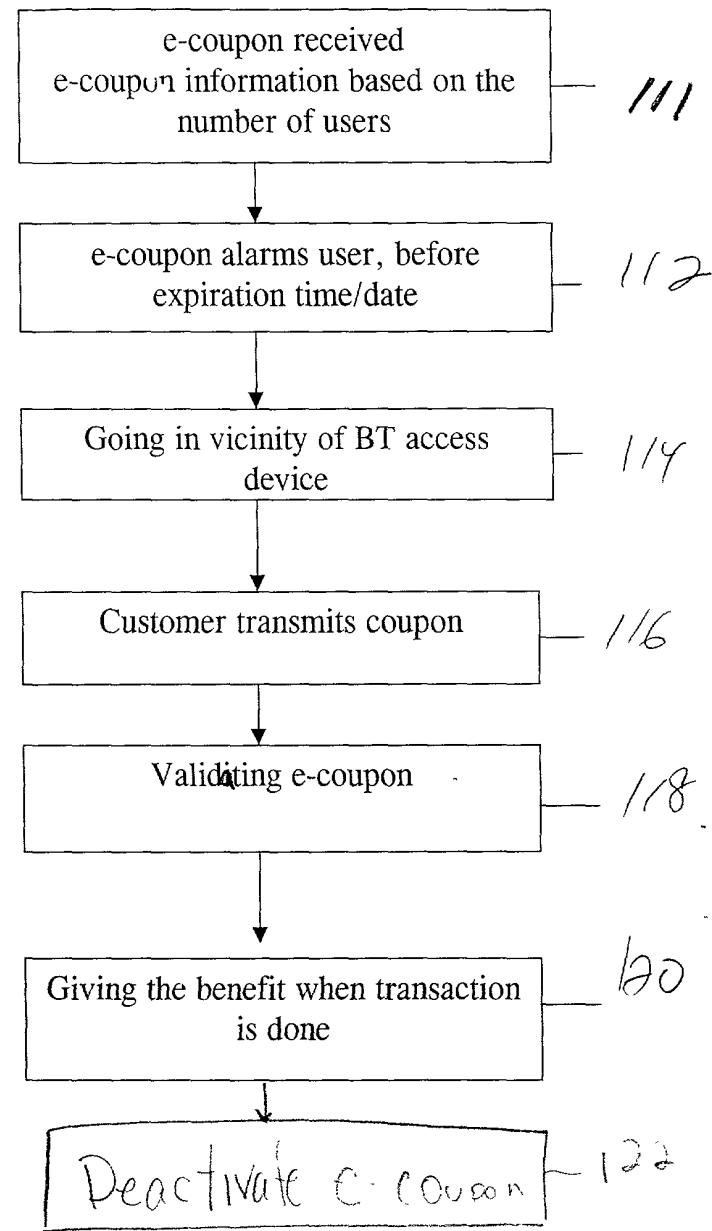


FIG. 5



F16. 6

130
Central Register

| 132 Company Name | 134 Location | 136 Advertisement | 138 Amount of Visitors |
|----------------------------|------------------------|-----------------------------|----------------------------------|
| 1. Company No. 1 | Cell Id. No 560 | xxx | 100 |
| 2. Company No. 1 | Cell Id No. 720 | yyy | 10 |
| 3 Company No. 2 | Cell Id. No. 1055 | 277 | 1000 |
| 4. Company No. 3 | Cell Id. No. 1000 | vvv | 55 |
| 5. Company No. 4 | YPS 22'15" , 29'25" | aaa | 5 |
| 6. Company No 5 | BT No. 565 | dddd | 25 |

FIG. 7

FIG. 8

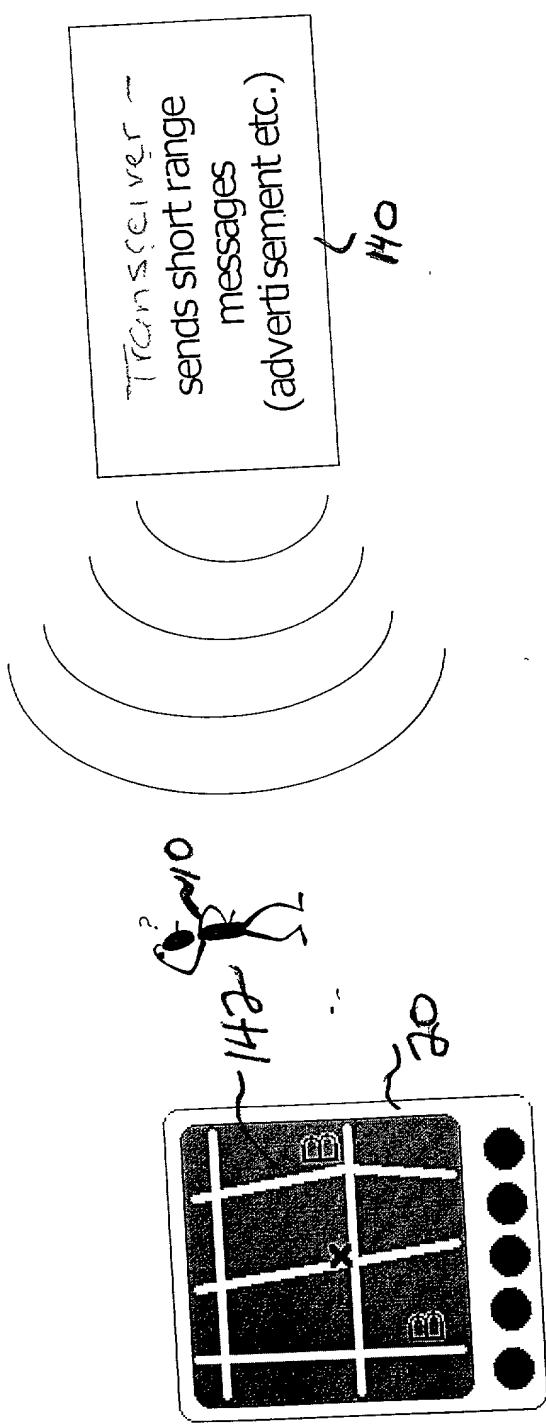


FIG. 9

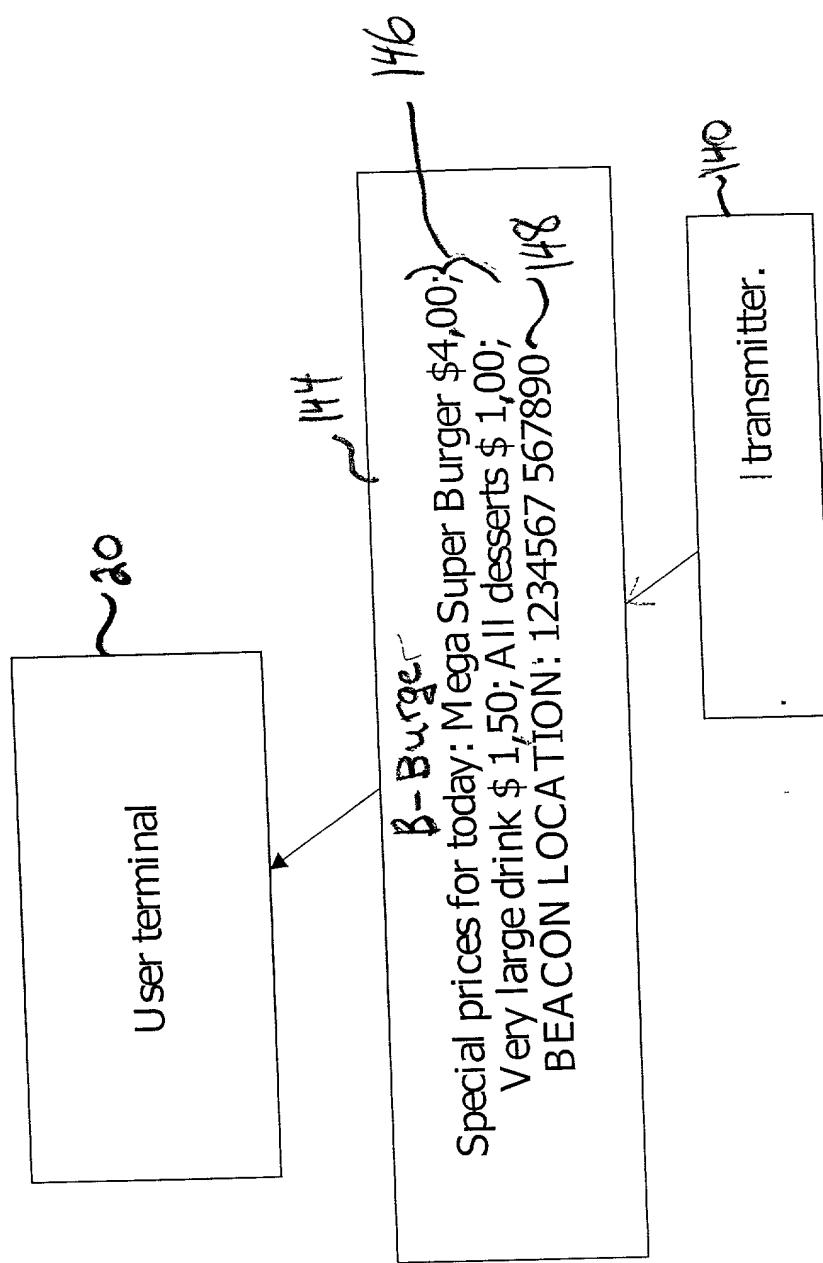


Fig. 10

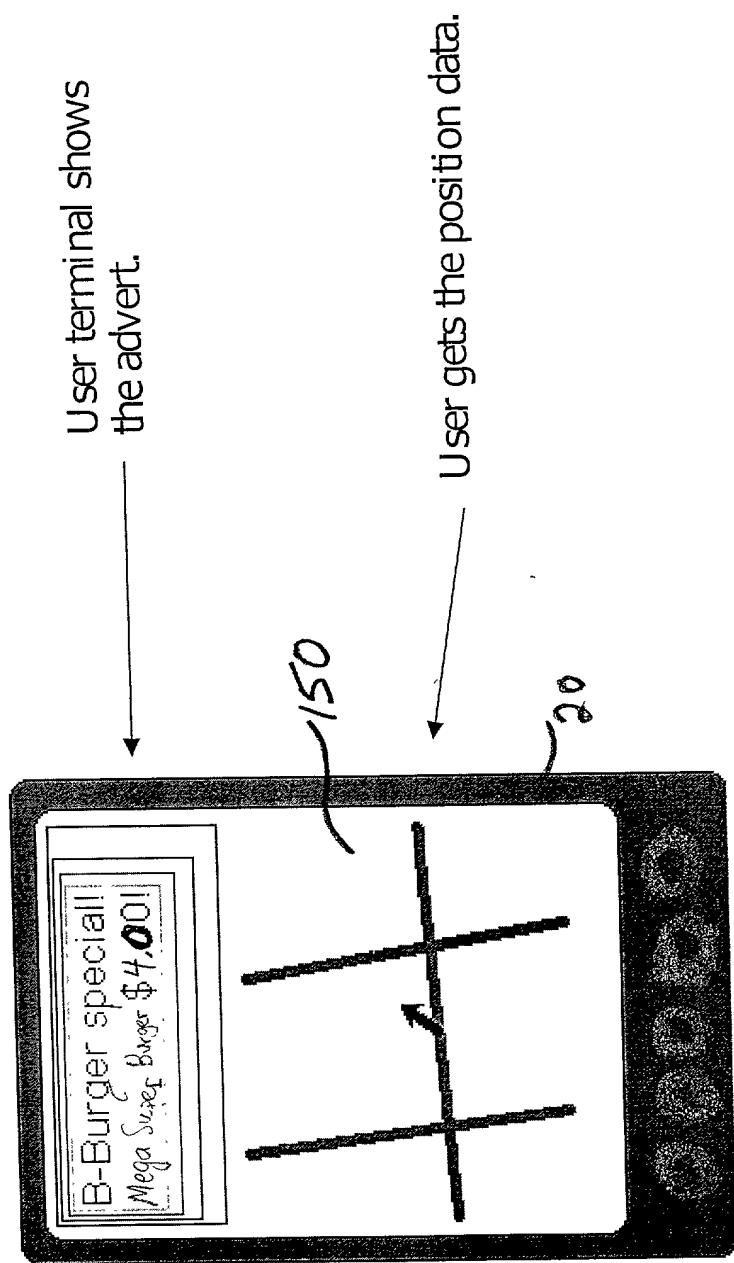
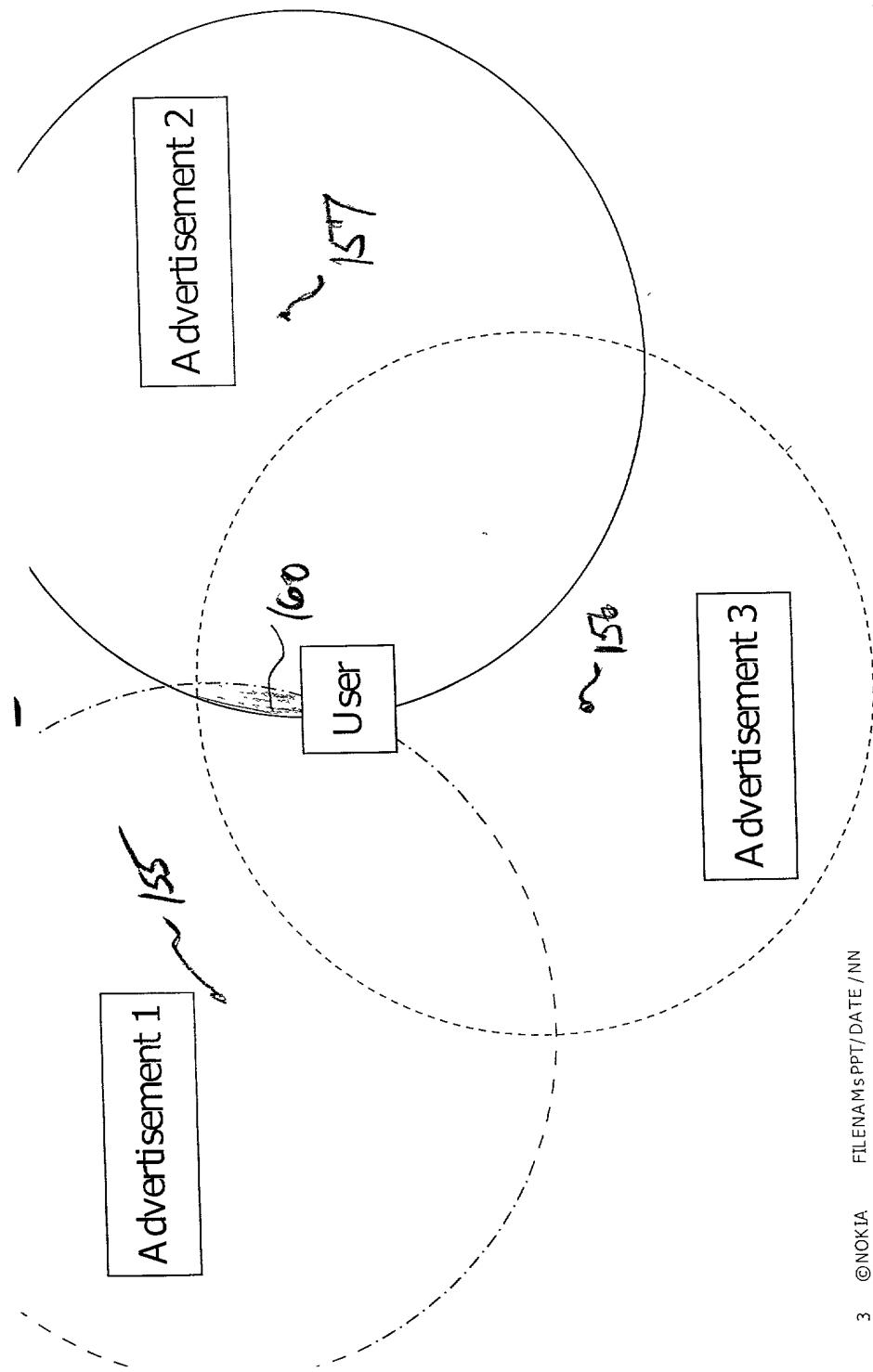


FIG. 11



CRITERIA DATABASE

✓ 170.

| Criteria register | customers | price |
|-------------------|-----------|--------|
| criteria # 1 | 0-100 | 0.3 \$ |
| | 101-500 | 0.4 \$ |
| | 501-... | 0.5 \$ |
| criteria # 2 | 0-100 | 0.3 \$ |
| | 101-500 | 0.4 \$ |
| | 501-... | 0.5 \$ |

F16. 12A

ADVERTISER PRICING DATABASE

✓ 180

| Advertiser | Ad ID | no. of customers meeting criteria | price |
|--------------|------------|-----------------------------------|-------|
| Restaurant 1 | 5134 | 280 | 112 |
| | ... | | |
| | Pizza Shop | 800 | 400 |
| Restaurant 2 | 5136 | | |
| | 5138 | 85 | 34 |

F16. 12B